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ABSTRACT

In March 1999, as part of the 1998-99 Board of Trustees' environmental scan, the Office of Institutional Research at Johnson County Community College, Kansas, conducted a telephone survey of 501 Johnson County companies with at least 20 employees for which JCCC's Business and Industry Institute had not provided training in the past 3 years. Findings indicate that three-quarters of the companies interviewed provided formal training for their employees during the past year. Most companies interviewed (88%) used their own employees as trainers. Over 150 different companies, organizations and institutions were cited by respondents as providers of formal training for companies surveyed, indicating that the training market for businesses in Johnson County is extremely fragmented. About 40% of the companies not using the JCCC Business and Industry Institute to train their employees do use outside companies to provide training for their employees. Two factors that were rated by companies as most important in selecting a provider of training were relevance of the subject matter and the trainer's experience in the field. While 60% of respondents were aware that JCCC provides noncredit training for businesses, less than half of these individuals are familiar with the training provided. Results imply that, although almost all respondents had heard of Johnson County Community College, name recognition does not automatically extend to awareness of JCCC as a provider of training for business. Significant additional communication, marketing, and advertising efforts are needed to inform potential clients of business training services at JCCC. Appendices contain tabled survey results and the survey instrument. (AS)

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ED 430 650

Survey of JCCC Nonclient Businesses

Spring 1999

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SURVEY OF JCCC NONCLIENT BUSINESSES

Office of Institutional Research
Johnson County Community College

Spring 1999

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Background

As a component of the 1998-99 Board of Trustees' environmental scan process, a telephone survey of 501 Johnson County companies with at least 20 employees for which JCCC's Business and Industry Institute had not provided training in the past three years was conducted in early March, 1999.

Summary Findings

Three-quarters of the companies interviewed provided formal training for their employees during the past year. The median number of employees attending formal training courses paid for by their company during the past year was twenty.

The most-prevalent practice of the companies interviewed was to use their own employees as trainers (88% of the companies do this). Over 80% pay for at least part of the cost of business-related training courses taken by employees; 91% of this group pays for the entire cost of the training. Three-quarters of the companies send employees to conferences and workshops for training. Two-thirds of the companies interviewed use training videos. Almost half of the companies have a trainer on staff.

Three-quarters of all responding companies indicated they provided formal training to their employees in the past year; the training was provided by a wide variety of companies/organizations/institutions. Almost 40% of these companies conducted their own training; about 25% of these companies cited their vendors or suppliers as the source of training for their employees.

Over 150 different companies/organizations/institutions were cited by respondents as providers of formal training for the companies surveyed. As such, the training market for businesses in Johnson County is extremely fragmented.

Forty percent of the companies not using the Business and Industry Institute to train their employees do use outside companies to provide training for their employees. This forty percent comprise JCCC's target market and are hereinafter referred to as "prospects." JCCC's prospects tend to be more training-oriented than the nonclient business group as a whole. Fifty-six percent of these prospects are interested in training in the area of computer applications within the next year.

Almost all of the respondents had heard of Johnson County Community College. While 60% of companies not using the Business and Industry Institute to train their employees are aware that JCCC provides noncredit training for businesses, only 30% indicated they had heard of the Business and Industry Institute. These figures are slightly higher (64% and 35%, respectively) for businesses that do use outside companies to provide training for their employees (JCCC's prospects). About half of those who are aware that JCCC provides noncredit training for businesses state they are not very familiar or not at all familiar with the training.

Almost half of the respondents were interested in providing training in computer applications during the next year. About 40% of the companies were interested in providing training on team development, management and professional development, and supervisory skills. Fewer companies (23% and 22%, respectively) were interested in providing training for their employees on office skills and information technology.

The two factors that were rated by companies as most important in selecting a provider of training were relevance of the subject matter and the trainer's experience in the field.

The attitude of 60% of the respondents toward noncredit training for businesses provided by JCCC is favorable; another 35% have a neutral attitude about JCCC noncredit training for businesses.

The main reason responding companies had not offered noncredit training for businesses provided by JCCC is that they were not aware that JCCC provides this training (40%). In total, over half of the respondents (55%) did not use JCCC because they did not have enough information about the training it offers.

Business Implications

The market of providers of training for businesses in Johnson County is extremely fragmented. Over 150 different companies/institutions/organizations were cited by respondents as providers of training.

Although Johnson County Community College is well-known, this name awareness for the college does not automatically extend to awareness of JCCC as a provider of training for businesses. Fortunately, the attitude of most survey respondents toward noncredit training for businesses offered by JCCC is generally favorable. Thus, it would appear that the reputation of JCCC's Business and Industry Institute as a provider of quality training would facilitate expansion of its training services in Johnson County. However, the data clearly indicate the majority of responding companies have neither heard of the JCCC Business and Industry Institute nor have sufficient information about it to make a decision to use its training services. Thus, if the Business and Industry Institute wants to avail itself of the obvious opportunities for growth in delivery of its services, it must undertake significant additional communication/marketing/advertising efforts to inform potential clients of those services.

As part of its 1998-99 evnironmental scan process, the JCCC Board of Trustees requested a survey be conducted of businesses that do not currently contract with JCCC's Business and Industry Institute to train their employees.

Methodology

The JCCC Business and Industry Institute purchased a list of approximately 2,300 Johnson County businesses with 20 or more employees from American Sales Leads. Current Business and Industry Institute clients and types of businesses (such as day care centers) deemed not to be good prospects for group training were removed from the list, leaving just under 2,000 businesses.

ETC Institute, a local market research firm, was engaged to conduct telephone interviews with either a company's Director of Training or the individual in charge of training for a company's employees. Companies to be interviewed from this list were determined by an "nth" name selection. A total of 501 telephone interviews were completed during early March, 1999.

Please direct any questions or comments about this survey to:

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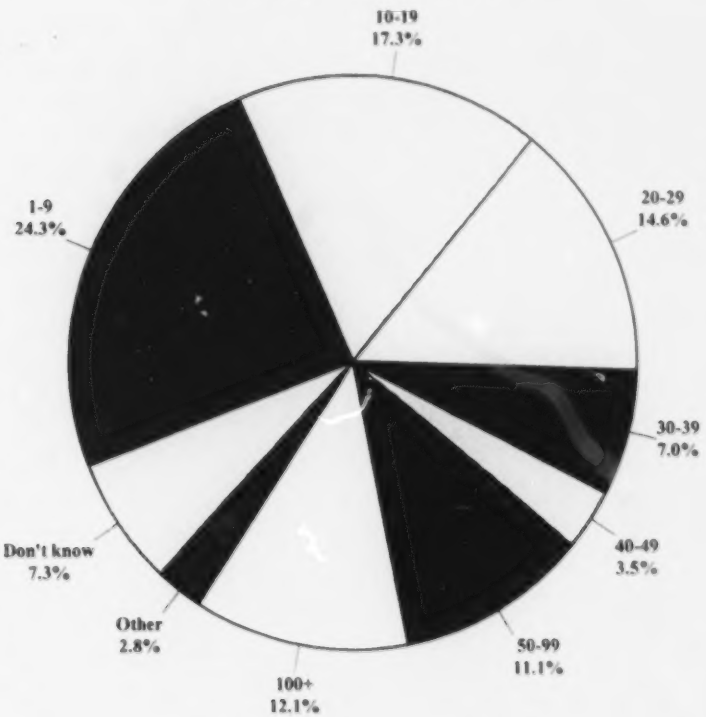
- Three-quarters of the companies interviewed provided formal training for their employees during the past year (see Table 1, Appendix A).

- The median number of employees attending formal training courses paid for by their company during the past year was 20. (See Figure 1, below, and Table 1, Appendix A.)

Figure 1
Number of Employees Who Attended Formal Training Provided by Company in Past Year

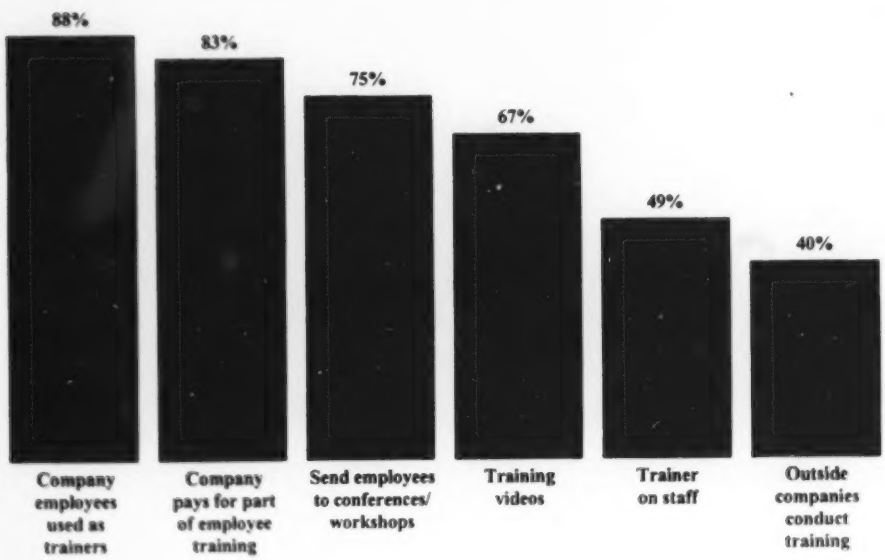


Training Practices

Training practices for respondent companies are summarized in Figure 2, below, and presented in Table 1, Appendix A.

- Approximately nine out of ten companies use their own employees as trainers.
- Over 80% pay for at least part of the cost of business-related training courses taken by employees. Ninety-one percent of these companies pay for the entire cost of the training.
- Three-quarters of the companies send employees to conferences and workshops for training.
- Two-thirds of the companies interviewed use training videos.
- Almost half of the companies have a trainer on staff.
- Forty percent of the companies interviewed use an outside company to conduct group training courses. (These companies comprise the target market for JCCC's Business and Industry Institute and will be hereinafter referred to as "prospects".)

Figure 2
Company Training Practices



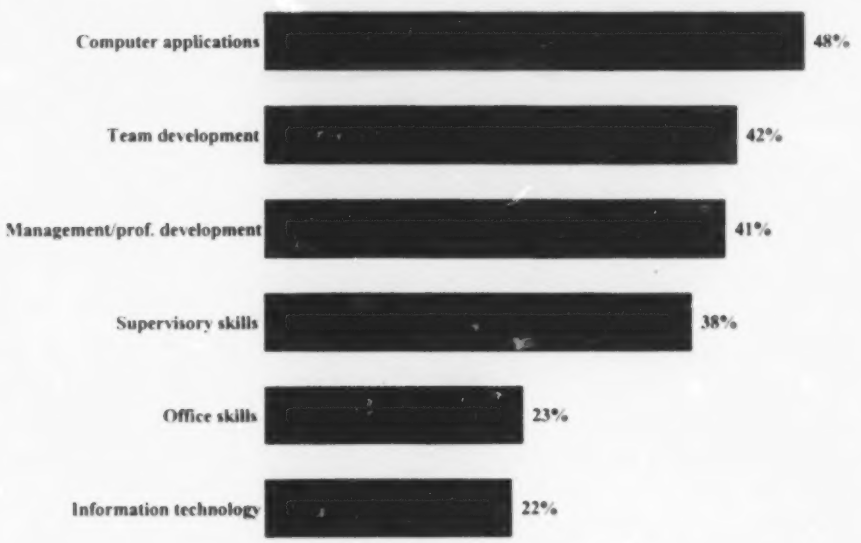
Three-quarters of all responding companies indicated their companies provided formal training to their employees in the past year; the training was provided by a wide variety of companies/organizations/ institutions. (A list of these organizations is contained in Table 5 and Table 6, Appendix A.)

- Almost 40% of the companies providing formal training for their employees conducted their own training.
- About 25% of companies providing training cited their vendors or suppliers as the source of training for their employees.
- The parent company or corporate headquarters trained employees at 6% of the companies providing training.
- Over 150 different companies/organizations/institutions were cited by respondents as providers of formal training for the companies surveyed. As such, the market is extremely fragmented. Taken together, five providers of training have captured a notable percentage (over one-sixth) of the market: New Horizons (4.3%), American Management Association (3.8%), Skilpath (3.5%), Executrain (2.7%), and Fred Pryor (2.7%).

Respondents were asked which of six specific areas of training they were most interested in for their employees within the next year. Results are shown in Figure 3, below, and in Table 1, Appendix A.

- Almost half of the respondents were interested in providing training in computer applications.
- About 40% of the companies were interested in providing training on team development, management and professional development, and supervisory skills.
- Fewer companies (23% and 22%, respectively) were interested in providing training for their employees on office skills and information technology.

Figure 3
Future Training Needs

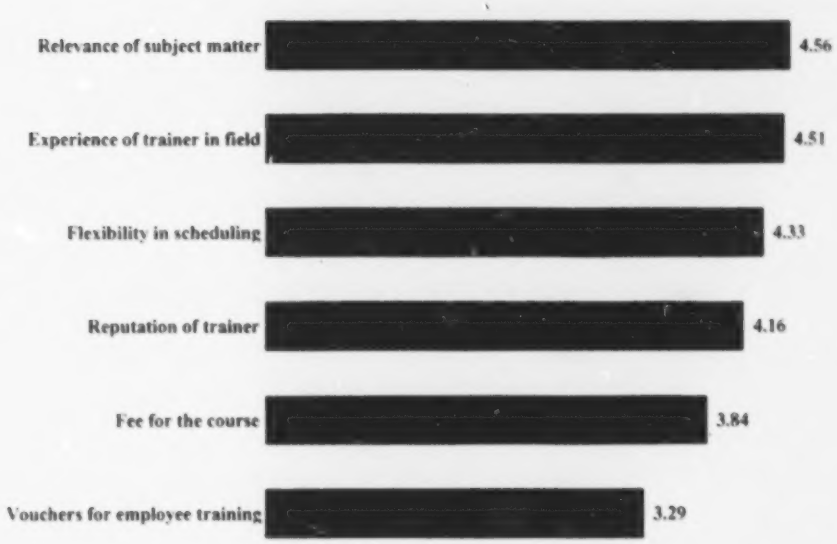


- The two factors that were rated by companies as most important in selecting a provider of training were relevance of the subject matter and the trainer's experience in the field. These had an average importance of 4.56 and 4.51, respectively (on a 5-point scale with 5=very important and 1=not at all important). (See Figure 4, below, and Table 1, Appendix A.)

- Also rated on average between very important and somewhat important were scheduling flexibility and the trainer's reputation (means=4.33 and 4.16, respectively).

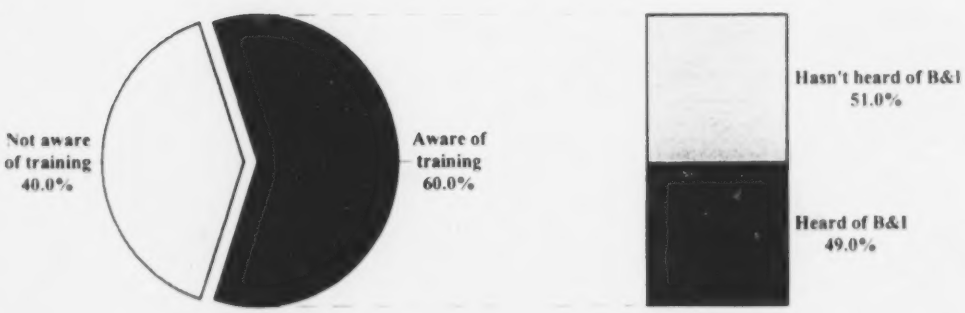
- The lowest average ratings for the six factors included in the survey were "fee for the course" (mean=3.84) and "vouchers for employee training" (mean=3.29).

Figure 4
Importance of Factors in Selecting a Trainer
(Mean based on 5-point scale with 5=very important and 1=not at all important)



- Almost all respondents had heard of Johnson County Community College.
- Sixty percent were aware that JCCC offers noncredit training courses for businesses. Of this 60%, almost half had heard of the JCCC Business and Industry Institute (see Figure 5, below, and Table 2, Appendix A).
- Thus, less than one-third (approximately 30%) of all respondents had explicitly heard of JCCC's Business and Industry Institute.

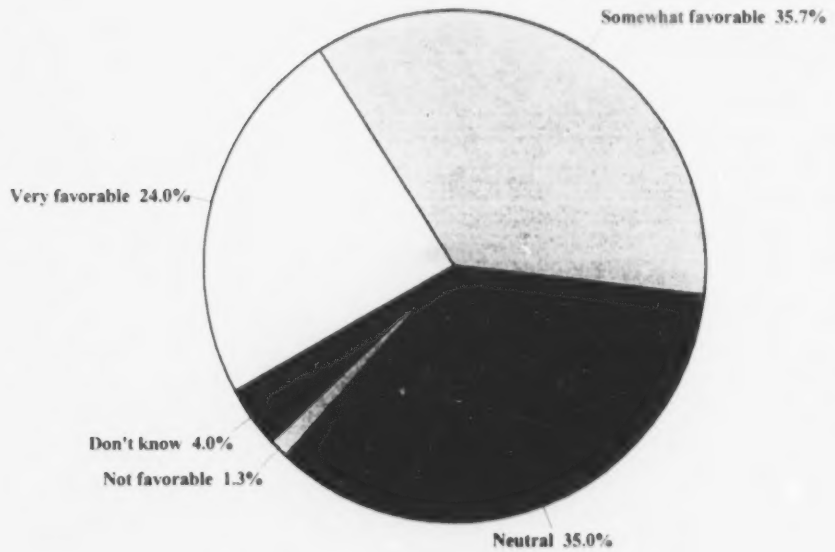
Figure 5
Awareness of Noncredit Business Training and JCCC's Business and Industry Institute (B&I)



- Those aware of JCCC's Business and Industry Institute learned about it primarily by these three ways: mail/direct mail (41%), publications/brochures (27%), and word-of-mouth from a friend/relative/co-worker (22%). (See Table 3, Appendix A.)

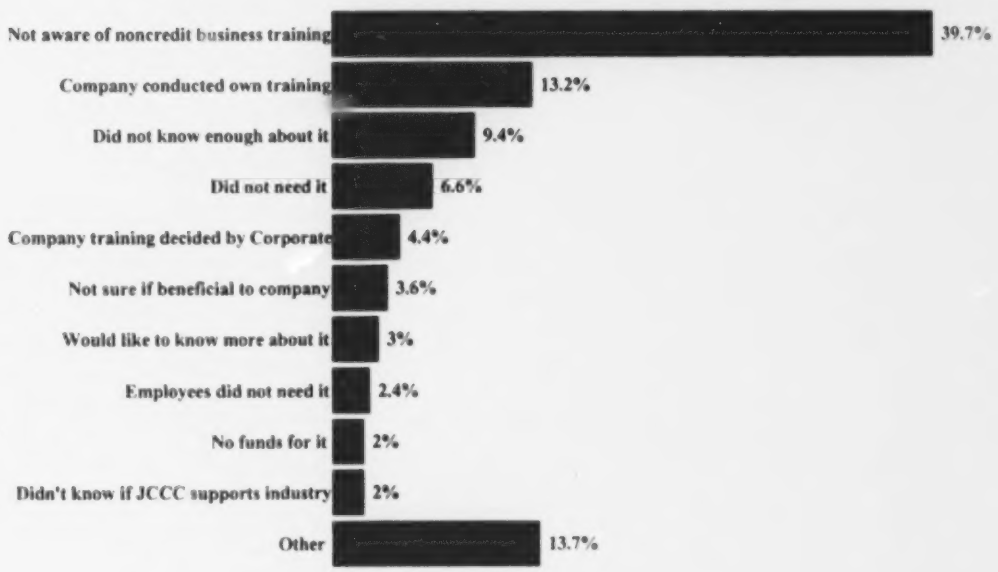
- The attitude of 60% of respondents toward noncredit training for businesses provided by JCCC is either very or somewhat favorable (see Figure 6, below, and Table 2, Appendix A).
- Another 35% have a neutral attitude about JCCC noncredit training for businesses.

Figure 6
Attitude Toward Noncredit Training for Businesses Provided by JCCC



- The main reason responding companies had not offered noncredit training for businesses provided by JCCC is that they were not aware that JCCC provides this training (40%). An additional 9% did not know enough about it. Four percent were not sure if it would be beneficial to their company and 2% did not know if JCCC support their particular type of industry. Thus, over half of the respondents (55%) did not use JCCC because they either had no or insufficient information about the training it offers. (See Figure 7, below, and Table 4, Appendix A.)

Figure 7
Reasons for Not Using JCCC to Provide Training for Employees



- Forty percent of the nonclient businesses surveyed comprise the target market for JCCC's Business and Industry Institute. This forty percent is characterized by its use of outside companies to provide training for their employees and thus comprise a group likely to contract with the Business and Industry Institute for training.

- How does the prospect group differ from the entire group of nonclient businesses?

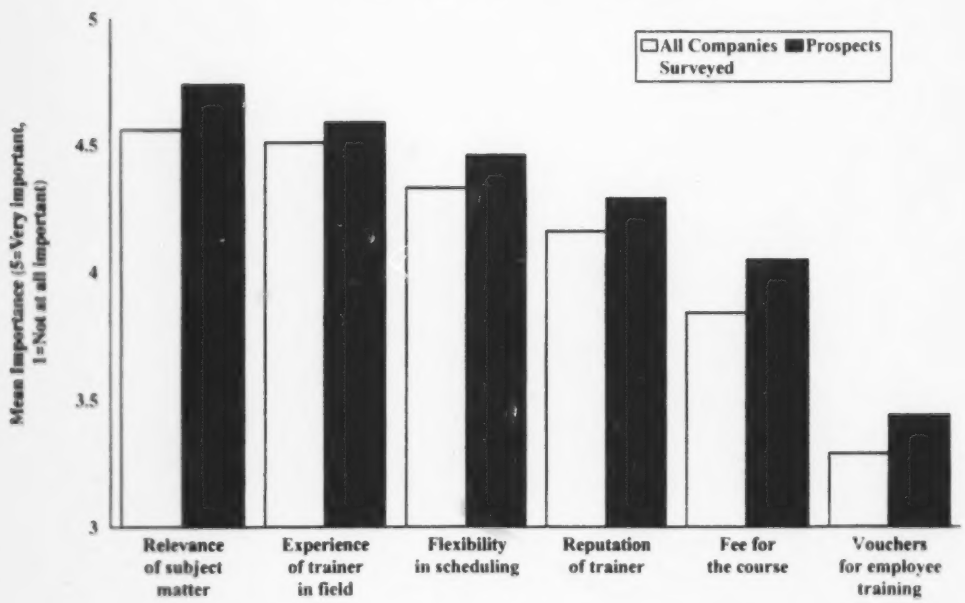
  There are few differences between these two groups.

  JCCC's prospects tend to be more training-oriented than the nonclient business group as a whole. A higher proportion of the prospect group uses training videos (77% compared with 67%), pays for at least part of the cost of training for business-training courses (92% compared with 83%), and sends employees to conferences/workshops for training (84% compared with 75%).

  Prospect companies placed more importance on factors used to select providers of training than did all companies surveyed (see Figure 8, below).

  Also, prospect companies generally tend to be larger, as more prospect than non-prospect companies have 50-249 employees (42% compared with 33%) and fewer have 20-49 employees (52% compared with 61%).

Figure 8
Important of Factors in Selecting a Trainer,
Prospects vs. All Companies Surveyed



- Prospects are most interested in the area of computer applications for training in the next year (56%). Other training areas of interest to prospects include team development, management and professional development, and supervisory skills (46% each).

- ***There is no single major competitor for JCCC's Business and Industry Institute***
  The market of providers of training is extremely fragmented. Over 150 different companies/institutions/organizations were cited by respondents as providers of training. Therefore, JCCC's Business and Industry Institute does not face one major competitor, one known name, but a large number of providers of training in Johnson County.

- ***The attitude toward noncredit training for businesses provided by JCCC is generally favorable***
  Fortunately, the attitude of most survey respondents toward noncredit training for businesses offered by JCCC is generally favorable.

- ***Awareness of JCCC as a provider of noncredit training for businesses needs to be increased***
  Almost all of the respondents had heard of Johnson County Community College. Although Johnson County Community College is well-known, the name awareness of the college does not automatically extend to awareness of JCCC as a provider of training for businesses.

  While 60% of companies not using the Business and Industry Institute to train their employees are aware that JCCC provides noncredit training for businesses, 30% have never heard of the Business and Industry Institute. Among JCCC's prospects, businesses that do use outside companies to provide training for their employees, these figures are slightly higher (64% and 35%, respectively). About half of those who are aware that JCCC provides noncredit training for businesses state they are not very familiar or not at all familiar with the training.

- ***There is an opportunity for additional training by JCCC's Business and Industry Institute***
  JCCC's Business and Industry Institute has an opportunity to reach out and offer training to community businesses it is not currently serving. Forty percent of businesses surveyed currently use outside companies to provide training for their employees.

  However, survey results reveal that the JCCC Business and Industry Institute is not a "household name" among Johnson County businesses, at least when it comes to employee training. Specifically, less than one-third of all respondents (30%) had heard of the JCCC Business and Industry Institute, and the majority (55%) indicated that they had either no or insufficient information about the training offered by the JCCC Business and Industry Institute. Thus, if the Business and Industry Institute wishes to take advantage of both JCCC's favorable reputation for training and the clear opportunity to increase its business training presence in Johnson County, significant additional communication/marketing/advertising efforts need to be undertaken.

Appendix A

Tabled Survey Results

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Table 1
Training Practices and Needs

	Total Respondents	Prospects[1]
Has your company provided formal training for your employees during the past year?		
Yes	74.0%	93.4%
No	26.0	6.6
No. of respondents	501	199
Number of Employees		
20-49	60.9%	52.3%
50-99	19.4	25.1
100-249	13.8	17.1
250-499	4.6	3.5
500-999	0.6	1.0
1000-1499	0.8	1.0
No. of respondents	501	199
***Approximately* how many of your employees attended formal training paid for by your company in the past year?** *(Base: companies providing formal training during the past year.)*		
1-9	24.3%	23.2%
10-19	17.3	18.4
20-29	14.6	14.1
30-39	7.0	5.9
40-49	3.5	5.4
50-99	11.1	11.4
100+	12.1	12.4
Don't know	7.3	7.6
Refused	1.4	0.5
No answer	1.4	1.1
Mean	60.4	58.2
Median	20.0	20.0
No. of respondents	333	168

Note: [1]In all tables in this Appendix, prospects are defined as the 40% of responding companies who used outside companies to provide business training for their employees.

Table 1 (continued)

	Total Respondents	Prospects
Companies that		
Use company employees as trainers	88.4%	86.4%
Pay for at least part of the cost of business-training courses taken by employees	83.4	92.4
Send employees to conferences/workshops for training	75.3	84.3
Use training videos	67.2	76.9
Have a trainer on staff	49.2	52.3
Have an outside training company conduct group training courses	39.9	100.0
What percentage of business-related training courses taken by employees does your company pay for? *(Base: companies paying for at least part of the cost of business-related training courses taken by employees)*		
<25%	0.5%	0.6%
25-49%	0.0	0.0
50-74%	1.9	2.8
75-99%	3.4	4.4
100%	91.3	89.0
Don't know	2.9	3.3
No. of respondents	414	181
How important is each of the following in selecting a provider of training for your company? *(Mean based on 5-point scale with 5=very important to 1=not at all important)*		
Relevance of the subject matter	4.56	4.74
Experience of the trainer in the field	4.51	4.59
Flexibility in scheduling	4.33	4.46
Reputation of trainer	4.16	4.29
Fee for the course	3.84	4.05
Vouchers for employee training	3.29	3.44

Table 1 (continued)

	Total Respondents	Prospects
In which of the following areas is your company most interested in providing training for your employees in the next year?		
Computer applications	47.7%	56.3%
Team development	41.9	46.2
Management and professional development	40.5	45.7
Supervisory skills	38.1	45.7
Office skills	22.6	27.1
Information technology	21.8	25.1

Table 2
Training and JCCC

	Total Respondents	Prospects
Have you ever heard of Johnson County Community College?		
Yes	99.6%	99.5%
No	0.4	0.5
No. of respondents	498	199
Are you aware that Johnson County Community College provides noncredit training courses for businesses?		
Yes	59.9%	64.3%
No	39.9	35.7
Don't know	0.2	0.0
No. of respondents	499	199
How familiar are you with noncredit training for businesses by Johnson County Community College?		
Very familiar with it	11.0%	11.7%
Somewhat familiar with it	36.7	41.4
Not very familiar with it	37.0	34.4
Not familiar with it at all	15.3	12.5
No. of respondents	300	128
Is your attitude toward noncredit training for businesses provided by Johnson County Community College		
Very favorable	24.0%	25.8%
Somewhat favorable	35.7	36.7
Neutral	35.0	32.0
Not very favorable	0.3	0.8
Not at all favorable	1.0	0.8
Don't know	4.0	3.9
No. of respondents	300	128

Table 2 (continued)

	Total Respondents	Prospects
Which of the following do you think are true for noncredit training for businesses provided by JCCC? Noncredit training . . .		
Has a reasonable fee	**47.7%**	**50.0%**
Can be held at your own workplace	**47.5**	**58.8**
Is available at sites other than at the JCCC campus	**55.7**	**55.5**
Contains useful information	**72.0**	**73.4**
Has competent instructors	**74.6**	**71.7**
Have you ever heard of the Business and Industry Institute of Johnson County Community College? *(Base: Respondents aware that JCCC provides noncredit training courses for businesses.)*		
Yes	**49.2%**	**55.1%**
No	**50.8**	**44.9**
No. of respondents	**299**	**199**
(Base: Respondents who had heard of JCCC)		
Yes	**29.5%**	**35.2%**
No	**70.5**	**64.8**
No of respondents	**499**	**199**

Table 3
Ways Respondents Became Aware of Training Provided by JCCC's Business and Industry Institute

	Total Respondents	Prospects
During the past year, how, if at all, have you been made aware of training for businesses provided by the Business and Industry Institute at Johnson County Community College? *(Base: Those aware of the Business and Industry Institute at JCCC)*		
Mail/direct mail	40.8%	37.1%
Publications/brochures	26.5	30.0
Friend/relative/co-worker	21.8	20.0
Attended a class	5.4	4.3
Contact with Institute at JCCC	5.4	8.6
Haven't heard about B&I in past year	4.8	4.3
Advertisement	4.1	4.3
Called JCCC/contacted JCCC	4.1	7.1
JCCC employees	2.7	1.4
Newspaper/magazine article	2.0	2.9
Business and Industry Institute Catalog	1.4	1.4
Newsletter	1.4	1.4
Newspaper advertisement	1.4	1.4
Schedule of classes	1.4	1.4
Booths in COM Building	0.7	1.4
Employer	0.7	1.4
Human Resources Department	0.7	1.4
Jobs posted at JCCC	0.7	1.4
Promotions	0.7	0.0
Other	3.4	8.6
No. of respondents	148	70

Table 4
Reasons for Not Offering JCCC Noncredit Business Training

	Total Respondents	Prospects
What are the reasons you have NOT offered noncredit training for businesses provided by JCCC?		
Not aware that JCCC provides noncredit business training	39.7%	35.2%
Company conducted its own training	14.8	14.1
Didn't know enough about training by B&I/not aware of services	10.6	16.1
Didn't need it	7.6	6.5
Company training decided by Corporate	6.0	8.5
Not sure if beneficial to company needs	4.7	4.5
Employees don't need training	3.8	2.0
Would like to know more/would consider JCCC	3.2	4.0
No funds for it	2.6	1.5
Don't know if JCCC supports our industry	2.2	3.0
No reason	2.2	2.0
Scheduling	2.0	3.0
Employees responsible for own training	2.0	1.0
Competition	1.2	2.5
Cost of training courses	1.2	1.5
Just never thought about JCCC doing it	1.2	1.0
No time	1.0	0.5
Didn't know what training courses were available	0.4	0.5
JCCC is not convenient	0.4	1.0
Other	7.2	7.5
No. of respondents	501	199
Which of the reasons you mentioned is the MAIN reason you didn't use JCCC to provide noncredit business training for your employees?		
Was not aware that JCCC provided noncredit business training	39.7%	35.2%
Company conducted its own training	13.2	12.1
Did not know enough about it	9.4	13.6
Do not need it	6.6	5.0
Company training was decided by Corporate	4.4	5.5
Not sure if beneficial to company	3.6	3.0
Would like to know more/would consider	3.0	3.5
Employees don't need it	2.4	1.5
No funds for it	2.0	1.0
Don't know if JCCC supports respondents' industry	2.0	3.0
Other	11.8	16.5
No. of respondents	501	199

Table 5
Primary Organizations Providing Training Within Past Year

	Total Respondents	Prospects
Primary organizations providing training within past year *(Base: Respondents whose company provided formal training for their employees in the past year.)*		
Own company/in-house	37.5%	10.8%
Supplier/vendor	24.5	38.7
Parent company/corporate	5.9	4.8
New Horizons	4.3	2.2
American Management Association	3.8	4.8
Skilpath	3.5	4.8
Executrain	2.7	3.8
Fred Pryor	2.7	2.2
Don't know	17.0	14.0
Refused	3.0	3.8
No. of respondents	371	186

Note: Organizations cited by at least 2% of the total respondent base are listed. An alphabetical listing of all organizations/institutions/companies cited is contained in Table 6, Appendix A.

Table 6
Organizations/Institutions/Companies Providing Formal Training in Past Year

	Total Respondents
ABC	0.3%
ABTS	0.3
Acclibus	0.3
ADT	0.3
AIA	0.3
American Association of Electricians	0.3
American Institute of Banking	0.8
American Management Association	3.8
American Media Corporation	0.3
American Public Water Association	0.3
American Supply Association	0.3
APA	0.3
Arch Woodwork Institute (AWI)	0.3
Area Vo-tech School	0.3
Argus	0.3
Arthur Anderson	0.3
Association of Wholesale Grocers	1.1
Avery Design	0.3
Avila College	0.3
Avis	0.3
AVTC-Kansas City, KS	0.5
BDI Interactive Management	0.3
BI CSI	0.3
Brian Tracey	0.3
Business Institute at JCCC	0.3
Business Resource	0.3
Career Education System	0.5
CBT Systems	0.3
Charlene May	0.3
Chuck Dymer	0.3
Clements Int'l.	0.3
CompUSA	1.1
Computer Training Company	1.4
Com World	0.3
Condi Institute	0.3
Cornell University	0.5
Covey	0.5
CPE Requirement Seminar	0.3
CPR Training	1.1
Custom Woodwork (CWB)	0.3
Dale Carnegie	1.6

Note: Percentages based on respondents who indicated their companies provided formal training for their employees in the past year.

Table 6 (continued)

	Total Respondents
Dana University	0.3
Dun & Bradstreet	0.8
EDSI	0.3
Empower	1.4
Executrain	2.7
Fasson	0.3
Fourth Generation Management	0.3
Fort Scott Community College	0.3
Forum Corporation	0.3
Fred Pryor	2.7
Freidman Sales	0.8
Frontline	0.5
Gallup	0.3
Global Resources	0.3
Government	1.6
Hazmat	0.3
Health professionals	0.3
Heat N Glo	0.3
Home Builders' Assn.	0.3
Horizon Learning	0.8
IBM	1.1
ICAR	0.5
IDEA (Int'l. Dance and Exercise)	1.4
IGA Warehouse	0.3
Insurance	0.5
IRHSA	0.3
JCCC	1.4
Joe Verdi	0.3
Johnson County Childcare	0.3
KAB Technology	0.3
Kansas	0.3
Kansas Bankers' Association (KBA)	0.5
Kansas Credit Union	0.3
Kansas Department of Transportation	0.3
Kansas Healthcare	0.3
Karen Black	0.3
Kaset (Florida)	0.3
Kathy Boas	0.3
KC Conference for ProTrainers	0.5
Kenneth Blanchert	0.3
KPRS	0.3
KU	1.4
Law Key Martin	0.3
Lawrence Memorial Hospital	0.3

Table 6 (continued)

	Total Respondents
Leadership Systems	0.3
Local law firm	0.3
Lois Law Legal Software	0.3
Longterm Care Network	0.3
Lormar	0.3
LOTUS Ed	0.3
MAFA	0.3
Management Action Program	0.3
Management Training	0.3
Manpower	0.3
MARC	0.5
Market Smart	0.3
Matrix	0.3
Minor Technology System	0.3
Missouri Department of Health	0.3
Midwest Law Enforcement Institute	0.3
Minor Technology Seminar	0.3
Missouri Restaurant Association	0.3
Mitchell Gold	0.3
Mobile Elect MERA	0.5
Mortgage Bankers' Association	0.3
Mortgage Title Company	0.3
MSHH	0.3
National association	0.8
National seminars	0.3
New Horizons	4.3
Northrup Grumman	0.3
Office Star	0.3
103rd Training	0.3
OSHA	1.1
Own company/in-house	37.5
Padgett Thompson	0.5
Parent company/corporate	5.9
PC University	0.3
Penn Comm	0.3
Peter Dunn & Associates	0.5
Postal Customer Council	0.3
Postal SOFT	0.3
Powerway	0.3
PPS	0.3
Professional organization	1.1
Relfec	0.3
SAIL	0.3
Salina Vo-tech	0.3

Table 6 (continued)

	Total Respondents
Schulte	0.3
Shepherd & Associates	0.3
Signature Telephone Training	0.3
Skilpath	3.5
Sometime Home Office	0.5
Sprint	0.3
SRG	0.3
Supplier/vendor	24.5
Tech Systems	0.3
Technical/trade organization	0.5
TEEK	0.3
Thomas Plumber Associates	0.3
Tom Hopkins International	0.3
TRA	0.3
Tri-Tech Consulting	0.3
UMKC	0.5
Universal Underwriters	0.5
University of Missouri	0.5
USAG	0.3
Vancampe	0.3
Various	0.5
Vision Marketing and Management	0.3
Wave Tech	0.3
WIC	0.3
Zenger Miller	0.8
No. of respondents	371

Appendix B

Questionnaire

SURVEY OF NONCLIENT BUSINESSES
Johnson County Community College
March 1999

A. Hello, may I please speak to the Director of Training?

YES/PERSON ANSWERED PHONE: (GO TO B: READ INTRODUCTION)

NO: My name is _____. Can I reach the Director of Training at this telephone number?

YES: When would be a good time for me to call back?

NO: It's important that I talk to the Director of Training. Do you have a telephone number where I can reach (him/her)?

B. INTRODUCTION: My name is _____ and I'm with a local research firm. We have been contracted by a local firm to conduct a brief interview about training needs of businesses. The interview should take about ten minutes.

C. What is the approximate total number of employees at your company? _____

20 or more: (CONTINUE)
<20: (ASK D, THEN TERMINATE)

D. During the past 3 years, has (NAME OF COMPANY) paid for any noncredit training for businesses provided by Johnson County Community College?

No: (GO TO Q1)
Yes: (TERMINATE THE INTERVIEW)

Since we're only interviewing companies with 20 or more employees who have NOT paid for training by the Business and Industry Institute of Johnson County Community College in the past 3 years, I won't take any more of your time. Thank you for your cooperation.

Q1. Has your company provided formal training for your employees during the past year?

1 Yes (GO TO Q2)
2 No (GO TO Q3)

Q2. *Approximately* how many of your employees attended formal training courses paid for by your company in the past year?
(RECORD ACTUAL RESPONSE) _____

Which of the following, if any, are true for your company in the past year? Did your company

Q3. Have a trainer on staff	1	Yes
	2	No
	9	Don't know
Q4. Use company employees as trainers	1	Yes
	2	No
	9	Don't know
Q5. Use training videos	1	Yes
	2	No
	9	Don't know
Q6. Have an outside training company conduct group training courses	1	Yes
	2	No
	9	Don't know
Q7. Send employees to conferences/workshops for training	1	Yes
	2	No
	9	Don't know
Q8. Pay for at least part of the cost of business-related training courses taken by employees	1	Yes (GO TO Q9)
	2	No (SKIP TO Q10)
	9	Don't know (SKIP TO Q10)
Q9. What percentage of business-related training courses taken by employees does your company pay for?	1	Less than 25%
	2	25-49%
	3	50-74%
	4	75-99%
	5	100%
	9	Don't know

Q10. Please name all the organizations/ institutions/companies who provided formal training for your employees in the past year.

(RECORD ACTUAL RESPONSE)

(AFTER EACH, ASK, Any others?)

A. _____

B. _____

C. _____

D. _____

E. _____

Q11. In which of the following areas is your company most interested in providing training for your employees in the next year?

(READ LIST)

(More than one response allowed)

1	Computer applications
1	Information technology
1	Management and professional development
1	Team development
1	Office skills
1	Supervisory skills

How important is each of the following in selecting a provider of training for your company? Is _____ Not . . .

	Not at All Important	Not Very Important	Neutral	Somewhat Important	Very Important
Q12A. Flexibility in scheduling	1	2	3	4	5
Q12B. Relevance of the subject matter	1	2	3	4	5
Q12C. Reputation of trainer	1	2	3	4	5
Q12D. Experience of the trainer in the field	1	2	3	4	5
Q12E. Fee for the course	1	2	3	4	5
Q12F. Vouchers for employee training	1	2	3	4	5

Q13. Have you ever heard of Johnson County Community College?

1	Yes
2	No (TERMINATE/code as why not used)

Q14. Are you aware that Johnson County Community College provides noncredit training courses for businesses?

1	Yes
2	No (TERMINATE/code as why not used)
9	Don't know (TERMINATE/code)

Q15. Have you ever heard of the Business and Industry Institute of Johnson County Community College?

1	Yes
2	No (GO TO Q17/code as why not used)
9	Don't know (GO TO Q17/code)

Q16. During the past year, how, if at all, have you been made aware of training for businesses provided by the Business and Industry Institute at Johnson County Community College?

(RECORD ACTUAL RESPONSE)
(AFTER EACH RESPONSE, ASK, Any other way?)

A. _____
B. _____
C. _____
D. _____
E. _____

READ:
Noncredit training for businesses provided by Johnson County Community College includes seminars, workshops, and consulting. The community college is known as JCCC.

Q17. How familiar are you with noncredit training for businesses provided by Johnson County County College?

Are you Not . . .

1 Not familiar with it at all
2 Not very familiar with it
3 Somewhat familiar with it
4 Very familiar with it
9 Don't know

Q18. Is your attitude toward noncredit training for businesses provided by Johnson County Community College . . .

1 Not at all favorable
2 Not very favorable
3 Neutral
4 Somewhat favorable
5 Very favorable
9 Don't know

Which of the following do you think are true for noncredit training for businesses provided by Johnson County Community College? Noncredit training by JCCC . . .

Q19. Has a reasonable fee.

1 Yes
2 No
9 Don't know

Q20. Can be held at your own workplace.

1 Yes
2 No
9 Don't know

Q21. Is available at sites other than at the Johnson County Community College campus.

1 Yes
2 No
9 Don't know

Q22. Contains useful information.

1 Yes
2 No
9 Don't know

Q23. Has competent instructors.

1 Yes
2 No
9 Don't know

Q24. What are the reasons you have NOT offered noncredit training for businesses provided by Johnson County Community College for your employees?

(AFTER EACH, ASK, Any others?)

A. _____

B. _____

C. _____

D. _____

E. _____

Q25. Which of the reasons you mentioned is the MAIN reason you didn't use Johnson County Community College to provide noncredit training for businesses for your employees?

(WRITE LETTER OF RESPONSE) _____

THANK YOU FOR PARTICIPATING IN THIS INTERVIEW!